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Scott BROWN
U.S. SENATE

To: Interested Parties
From: Michael McEleney, Political Director, Scott Brown for New Hampshire
Re: Five Reasons Scott Brown Remains Well-Positioned In The New Hampshire Senate Race
Date: October 27, 2025

After weeks of stops and starts, former Senator John E. Sununu finally entered the New Hampshire Senate race last week. It might have been Washington's worst-kept secret, but the Beltway crowd predictably swooned over finally getting their candidate. Establishment institutions like the National Republican Senatorial Committee immediately announced their support, eager to show a "win" after months of recruiting setbacks.

Here in New Hampshire, however, it was a far different story. Here are five reasons the Sununu candidacy is doomed, and Scott Brown remains well-positioned for the long haul.

- **John Is Outdated:** Like an old computer that's so far behind on software updates it becomes impossible to download the latest operating system, John is stuck in the past. He is a candidate straight out of the 1990s. Literally. When John was elected to Congress three decades ago, Bill Clinton was president and Tom Brady was at Michigan. The Red Sox were eight years away from Reversing the Curse, as was the premiere of the *Apprentice* on NBC. John's launch showcased his rust. In his announcement video, he talked about the need to "lower the temperature" and "calm the waters." Anyone who has attended a Trump rally or a meeting of conservative activists the last decade knows how removed this mentality is from the grassroots. Of course, John hasn't been participating in our political process the last two decades in a meaningful way. He's been busy endorsing John Kasich in the 2016 presidential primary and raking in cash in the private sector. John is simply too far removed from reality to ever catch up. Listen to any interview with him and you're likely to have trouble staying awake. He's well steeped in all the Washington insider speak from the days of yore, droning on about archaic issues like the Internet tax, but he is detached from the political reality on the ground. His 2024 op-ed headlined "Donald Trump is a loser" has been well-documented in his rollout coverage. Just this weekend, in an interview with NH Journal's Michael Graham, one of the state's most influential reporters, John even hesitated when asked if he had any "qualms" about supporting Donald Trump. Good luck selling that message to primary voters in 2025.

- **D.C. Can't Pick Winners:** Washington can't even open the federal government right now, let alone choose candidates for federal office. They've got a bad track record on both fronts. During the 2022 Senate primary here in New Hampshire, the Beltway establishment spent millions of dollars boosting Chuck Morse against General Don Bolduc. Despite the massive cash disadvantage, Bolduc still won because he had been working hard and had a message that resonated with voters. Going back even further, then-Senate candidate Kelly Ayotte nearly had her 2010 bid torpedoed by meddling from the Washington crowd. Scott Brown is very comfortable in the insurgent and underdog role. The powers-that-be in Washington are making it easy for Brown to set up the insider vs. outsider fight: a headline from an NRSC press release declared: *Senate Republicans Rally Behind John Sununu to Flip New Hampshire Seat.*

- **The New Hampshire Grassroots Are Rallying For Brown:** As Kevin Landrigan, the veteran

dean of the New Hampshire press corps and bureau chief of the *Union Leader*, observed in a recent column, the Sununu chatter has had the effect of driving primary voters to Brown. As Landrigan reported, "Bruce Breton of Windham, an activist who like Corey Lewandowski has been in Trump's New Hampshire inner circle since long before it was en vogue, said speculation about this intense primary fight is helping his candidate. 'The more talk about John Sununu Jr. running for the Senate is really firing up the Trump grassroot people for Scott Brown,' Breton said." Over the weekend, one conservative activist Julie Smith headlined an essay for the Granite Grok declaring: "I Am Supporting Scott Brown and So Should You."

- **John's Not Chris:** The polls right now reflect John's last name, but also voters conflating him with his more popular and charismatic younger brother, Chris, who earlier this year concluded his fourth term as governor. Chris was the Sununu that Washington Republicans always wanted, not just this cycle, but the last several as well. Chris took a different path, and his more reserved older brother - who kickstarted the recent spate of losses by Republicans at the federal level during his shellacking in 2008 at the hands of U.S. Senator Jeanne Shaheen (D-NH) - was the consolation prize.

- **No One Will Outwork Scott Brown:** Since launching his campaign this summer, Scott Brown has run the quintessential New Hampshire race: parades, Old Home Days, GOP meetings, cookouts and more. Unlike a lot of candidates, Brown actually enjoys campaigning, making him a natural fit in a state like New Hampshire that expects to kick the tires on its candidates multiple times. These are the types of events where Sununu will struggle, especially with the national klieg lights shining on him. Plus, Brown's nearly 40 years in the military gives him a leg up in a state that appreciates services.

BOTTOM LINE: Scott Brown's strong first quarter as a candidate and cash on hand has enabled him to stay in this race for the long haul. There are still more than 10 months between now and next September's primary. That is a long time for John to meet the current sky-high expectations and show he is equipped to be in a race that even he conceded in his announcement video doesn't make any sense. The noise from Washington will be loud, but the will of New Hampshire voters is always much stronger. By wrapping himself around the flag of the Beltway insiders from the jump, Sununu took another step toward sealing his fate and failure. Once he implodes, Scott Brown will be standing tall and ready to carry the Republican flag into the general election next fall.

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